



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

June 20, 1996

Mr. Stephen Keating  
ROLLER DROME  
1348 Washington Avenue  
Suite 130  
Miami Beach, FL 33139

Dear Mr. Keating:

Thank you for your recent sponsorship proposal regarding Philip Morris involvement with the 1996 Molson Ice Rollerdrome National In-Line Hockey Tour which you presented for our consideration.

As you might expect, we have a very active promotional program that fits precise criteria developed to achieve our marketing goals. We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans for our company at this time.

Thank you for your interest in Philip Morris and we wish you every success with the 1996 Molson Ice Rollerdrome National In-Line Hockey Tour.

Regards,

Steven F. Sampson  
Group Manager,  
Event Marketing

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS BASIC CAMBRIDGE ALPINE